

For Market: Site Comparison

Market Definition: Cochrane Rd & Butterfield Blvd Vs. Downtown Morgan Hill (Monterey/2nd)

**Trade Area Definition** 10 Minute Drive Time

	Cochrane & Butt	terfield	Downtown N	ЛΗ								
	#	%	#	%								
Market Stats												
Population	43,666		48,629			Popula	ation			Hou	seholds	
5 Year Projected Pop	45,479		50,410									
Pop Growth (%)	4.2%		3.7%									
Households	13,949		15,683		50,000				16,0	00		
5 Year Projected HHs	14,528		16,252						15,5			
HH Growth (%)	4.2%		3.6%		48,000							
Census Stats					46,000				15,0	00		
	24 474		20.046		40,000		_	_	14,5	00		
2000 Population 2010 Population	34,174 38,674		39,016 43,517		44,000							
Pop Growth (%)	13.2%		11.5%						14,0	00		
2000 Households	10,786		12,458		42,000				13,5	00		
2010 Households	12,351		14,045		40,000				13,0	00		
HH Growth (%)	14.5%		12.7%		10,000				13,0	50		
,	11.070		12.770									
Total Population by Age							Pc	pulation	η hv Δσε	Group		
Average Age	37.9		38.4					paration	1 57 7 60	Group		
19 yrs & under	11,071	25.4%	12,069	24.8%								
20 to 24 yrs	4,570	10.5%	5,108	10.5%	16.0%							
25 to 34 yrs	4,843	11.1%	5,282	10.9%	14.0%							
35 to 44 yrs	5,289	12.1%	5,700	11.7%	14.0%							
45 to 54 yrs	6,612	15.1%	7,330	15.1%	12.0%							
55 to 64 yrs	5,914	13.5%	6,745	13.9%								
65 to 74 yrs	3,485	8.0%	4,122	8.5%	10.0%							
75 to 84 yrs	1,405	3.2%	1,703	3.5%	8.0%							
85 + yrs	477	1.1%	571	1.2%	8.076							
Population Bases					6.0%							
20-34 yrs	9,412	21.6%	10,390	21.4%								
45-64 yrs	12,526	28.7%	14,075	28.9%	4.0%							
-		77.8%			2.0%							
16 yrs +	33,969 28,025	64.2%	38,072 31,452	78.3% 64.7%	2.070							
25 yrs +	5,367	12.3%	6,396	13.2%	0.0%							
65 yrs +	1,882	4.3%	2,274	4.7%		20 to	25 to	35 to	45 to	55 to	65 to	75 to
75 yrs + 85 yrs +	477	1.1%	2,274 571	1.2%		24 yrs	34 yrs	44 yrs	54 yrs	64 yrs	74 yrs	84 yrs



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	#	%	#	%	
Population by Race					Ethnic Breakdown
White	20,765	47.6%	23,999	49.4%	10
Hispanic	15,855	36.3%	16,971	34.9%	• 10 %
African American	834	1.9%	911	1.9%	<b>1</b> 2% <b>1</b> 50 <b>2</b> %
Asian	4,313	9.9%	4,644	9.5%	%
					52%
Ancestry					<b>38 36%</b>
American Indian (ancestry)	166	0.4%	183	0.4%	70
Hawaiin (ancestry)	127	0.3%	139	0.3%	
					Household Income Levels - %
lousehold Income					
Per Capita Income	\$41,037		\$41,849		20.0%
Average HH Income	\$128,463		\$129,759		15.0%
Median HH Income	\$93,239		\$94,518		13.070
Less than \$25K	1,743	12.5%	1,997	12.7%	10.0%
\$25K to \$34.9K	799	5.7%	921	5.9%	
\$35K to \$49.9K	1,193	8.6%	1,293	8.2%	5.0%
\$50K to \$74.9K	1,798	12.9%	1,958	12.5%	0.0%
\$75K to \$99.9K	1,873	13.4%	2,046	13.0%	0.0% Less \$25K \$35K \$50K \$75K \$100K \$150K
\$100K to \$149.9K	2,512	18.0%	2,844	18.1%	than to to to to to
\$150K to \$199.9K	1,679	12.0%	1,920	12.2%	\$25K \$34.9K \$49.9K \$74.9K \$99.9K \$149.9K \$199.9K
\$200K +	2,352	16.9%	2,705	17.3%	
des etter	20.025		24.452		Education
Education	28,025	F 00/	31,452	E 70/	
Less than 9th Grade	1,651	5.9%	1,779	5.7%	25.0% 20.0%
Some HS, No Diploma	1,796	6.4%	1,951	6.2%	15.0%
HS Grad (or Equivalent)	4,998	17.8%	5,562	17.7%	10.0%
Some College, No Degree	6,701	23.9%	7,503	23.9%	5.0% 0.0%
Associate Degree	2,654	9.5%	2,977	9.5%	HS Grad Some Associate Bachelor Graduates
Bachelor Degree	6,195	22.1%	7,072	22.5%	(or College, No Degree Degree Degree
Graduates Degree	2,945	10.5%	3,397	10.8%	Equivalent) Degree



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	#	%	#	%	
Family Structure	11,258		12,632		
Single - Male	449	4.0%	468	3.7%	Household Size
Single - Female	797	7.1%	903	7.1%	
Single Parent - Male	308	2.7%	321	2.5%	35.0%
Single Parent - Female	910	8.1%	956	7.6%	
Married w/ Children	4,017	35.7%	4,392	34.8%	30.0%
Married w/out Children	4,777	42.4%	5,593	44.3%	25.0%
					20.0%
Household Size					15.0%
1 Person	2,225		2,520	16.1%	10.0%
2 People	4,087	29.3%	4,704	30.0%	5.0%
3 People	2,460	17.6%	2,760	17.6%	0.0%
4 to 6 People	4,643	33.3%	5,124	32.7%	1 Person 2 People 3 People 4 to 6
7+ People	534	3.8%	576	3.7%	People
					Home Ownership
Home Ownership	13,949		15,683		■ 32. ■ 30.
Owners	9,373		10,851	69.2%	8% 8%
Renters	4,576	32.8%	4,833	30.8%	
Components of Change					
Components of Change Births	499	1.1%	549	1.1%	
Deaths	265	0.6%	313	0.6%	
	878	2.0%	930	1.9%	<b>■</b> 67. <b>■</b> 69.
Migration	0/0	2.0%	930	1.9%	2% 2%
Employment (Pop 16+)	33,969		38,072		White Collar / Blue Collar
Armed Services	33,969	0.0%	38,072	0.0%	·
Civilian	22,917	67.5%	25,576	67.2%	<b>32. 32. %</b>
Employed	21,840	64.3%	24,381	64.0%	4%
Unemployed	1,077	3.2%	1,195	3.1%	
Not in Labor Force	11,053		12,495	32.8%	
INULIII LADUI FUICE	11,053	32.5%	12,495	3∠.6%	
Employed Population	21,840		24,381		
White Collar	14,762	67.6%	16,578	68.0%	
Blue Collar		32.4%	7,804		■ 67. ■ 68.0
, <del>Diao oolial</del>	7,077	JZ. → /0	7,004	52.070	6% %



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Date Report Greated.	Cochrane & Butt	erfield	Downtown N	ин	
	#	%	#	%	
Employment By Occupation	21,840		24,381		
White Collar	14,762	67.6%	16,578	68.0%	
Managerial executive	4,318	19.8%	4,881	20.0%	15.0%
Prof specialty	4,873	22.3%	5,406	22.2%	15.0%
Healthcare support	218	1.0%	271	1.1%	
Sales	2,791	12.8%	3,135	12.9%	10.0%
Office Admin	2,562	11.7%	2,884	11.8%	
					5.0%
Blue Collar	7,077	32.4%	7,804	32.0%	
Protective	419	1.9%	502	2.1%	0.0%
Food Prep Serving	820	3.8%	908	3.7%	X. 6.
Bldg Maint/Cleaning	906	4.1%	956	3.9%	Const "uring
Personal Care	1,069	4.9%	1,197	4.9%	ing Hacti
Farming/Fishing/Forestry	219	1.0%	243	1.0%	Rei Milling Const. Manufacturing
Construction	1,732	7.9%	1,982	8.1%	kei Mining Const Manufacturing
Production Transp	1,913	8.8%	2,015	8.3%	
					Indus
Employment By Industry	21,840		24,381		20.0%
Agri Mining Const	2,014	9.2%	2,382	9.8%	
Manufacturing	3,224	14.8%	3,537	14.5%	15.0%
Transportation	737	3.4%	881	3.6%	10.0%
Information	598	2.7%	633	2.6%	10.0%
Wholesale Retail	3,147	14.4%	3,491	14.3%	5.0%
Fin Insur Real Estate	1,460	6.7%	1,559	6.4%	
Professional Services	2,144	9.8%	2,418	9.9%	0.0%
Management Services	40	0.2%	43	0.2%	0.0%  Profesional Services  Admin Master Education
Admin Waste Services	979	4.5%	1,018	4.2%	cerui cerui cerui
Educational services	3,825	17.5%	4,230	17.4%	anali enti stes
Entertain services	1,556	7.1%	1,736	7.1%	cossio. seme who
Other Prof services	1,371	6.3%	1,612	6.6%	Profesional Services Admin Water Services
Public admin	747	3.4%	842	3.5%	0.0% Profesional Services Nanagement Services Rothin Waste Services